

## National Cattlemen’s Beef Association

AR# 2622-CI

Amount Requested: \$6,000,000.00

AR Title: Thought Leaders, Experts, Media, and Channel Marketing Engagement

### Organization Information

<b>Name of Contractor:</b>	National Cattlemen’s Beef Association
<b>Primary Contact:</b>	Jennifer Neelson
<b>Primary Signatory:</b>	Colin Woodall

### Full Application

#### AR Purpose and Description:

The Consumer Information AR focuses on empowering prominent thought leaders and credentialed experts to directly impact consumer decisions to buy and consume beef. By focusing on these key areas of influence, the tactics outlined below work to break down barriers to beef consumption through education and inspiration; helping to drive demand and build on beef’s position as the top protein. These efforts support the Beef Industry Long Range Plan and state beef councils (SBCs) amplify this work to extend reach and impact.

The historical impacts of this AR have been significant:

- Annually, thought leaders and influencers extend *Beef. It’s What’s For Dinner*. (BIWFD) messages and share beef’s benefits with approximately 17 million consumers.<sup>1</sup> These third-party experts provide credibility and are a trusted source of information for their followers.
- Over time, programs have increased the number of nutrition, health and medical experts recommending beef for heart health or during childhood growth and development to their patients and clients and increased placement of information in major media outlets and on social/digital health-focused platforms encouraging nutrition recommendations that are favorable to beef from third-party healthcare experts.<sup>2</sup>
- As consumers are exposed to thousands of ads daily, programming in this AR leverages the content from other Checkoff–funded programs and places it in a variety of media outlets across the country to ensure beef isn’t lost in the noise, ultimately generating more than 1 billion opportunities for consumers to see that content annually.<sup>3</sup>
- Forging relationships with nationally recognized companies and brands to ensure that high-quality beef is available for consumers to enjoy at home or dining out has positively impacted beef sales and resulted in new beef menu offerings, new and innovative beef products at retail.

Continuing to engage with and leverage key audiences that consumers trust and rely upon for information will strengthen beef demand. The more third-party audiences - from food influencers to health professionals, media or retail and foodservice partners – are engaged with the BIWFD brand and the sound science completed in the Research AR, the more authentic the relationships, and the messaging delivered to the consumer become. To continue this, it is crucial to deliver resources and educational opportunities specific to the audience, so these third parties are confident in and passionate about beef. When this is achieved, an even greater return on investment is seen as these key thought leaders start sharing positive beef information on their own.

Per guidance provided by CBB staff in August of 2025, AR funds may be used to reimburse staff time, travel, and associated expenses in sourcing supplemental funds to support Checkoff-related work.

To accomplish the stated deliverables and outcomes of this Authorization Request, domestic and/or international travel to/from and attending key meetings may be required. These activities will enable staff to gain or provide more strategic guidance and training, engage in briefings and/or educational sessions/events.

AR funds may be used to communicate results to stakeholders, including producers, and to implement current and previously funded ARs. Legal counsel may be sought for routine, day-to-day content development, program planning and contracting to ensure compliance with federal rules or regulations.

**Citations:**

1. Data is the average of the program’s Performance Efficiency Measures (PEM) from 2019-2023, derived from third-party media monitoring/tracking software, provided quarterly to the Checkoff Evaluation Committee.
2. This increase has been reported over time in the Quarterly Program Updates.
3. Meltwater Media Monitoring

**CBB Budget Category:** Consumer Information

**Start Date:** 10/1/2025

**End Date:** 9/30/2026

<b>FY26 National Beef Checkoff Funding Request</b>		
<b>Direct Costs</b>	<b>Implementation</b>	<b>Total</b>
\$2,485,500.00	\$3,514,500.00	\$6,000,000.00

Beef Industry Long Range Plan (LRP) Core Strategies Addressed by this AR:

- Grow Consumer Trust in Beef Production
- Promote and Capitalize on the Multiple Advantages of Beef
- Improve the Business and Political Climate of Beef

**TACTIC DESCRIPTION:**

The Thought Leader Outreach and Engagement tactic develops and maintains relationships with subject matter experts who share factual and positive information about beef with their engaged audiences. The program works with recipe creators, food lovers, celebrity chefs, beef advocates, and others to promote beef to consumers nationwide. These thought leaders, or “influencers,” affect changes in buying behavior or way of thinking based on their status, position or fanbase.

The global influencer marketing industry has more than tripled in size since 2020. It is projected to surpass \$32.5 billion in 2025 and over \$10 billion in the United States alone.<sup>1</sup> This significant, sustained growth continues to be an opportunity for the Beef Checkoff to leverage thought leaders as key partners in driving *Beef. It's What's For Dinner.* brand affinity and consumer demand for beef.

This tactic also reaches younger generations more effectively than other advertising channels. Over half of millennials (55%) and two-thirds of Gen Z consumers (66%) have purchased a product they saw featured in influencer content.<sup>2</sup> Younger consumers trust what influencers say and recommend, making thought leader partners a crucial compliment to the *Beef. It's What's For Dinner.* marketing efforts.

In FY25, the Thought Leader Outreach and Engagement program focused on driving efficiency and managing resource constraints. On top of reaching and engaging thought leader audiences, the program worked with other NCBA tactics to feature thought leader content in 12 media pitches, e-newsletters, press releases, and articles in the first half of the year alone. This is not included in this tactic’s measurement but overall increases favorable and positive Checkoff outcomes. Additionally, the program has shifted away from paid social content from members of the beef industry and instead placed trained industry advocates in food-focused influencer outlets to tell their beef story to consumers.

In 2026, the program plans to continue driving efficiency and engagement by deploying a variety of authentic voices and experts to improve consumers’ trust in beef, showcase beef’s unbeatable taste and ease, and how beef can fit into any consumers’ well-being journey. This will come to life in social media content, creating and distributing new beef recipes, events like educational dinners and ranch tours, digital newsletters, and other touchpoints with both thought leaders and consumers. The program will continue to capitalize on opportunities to leverage other consumer brands, target younger audiences, provide resources to state beef councils, and adapt to changing media forms. Holistically, the program will keep consumers choosing beef more often through engagement, inspiration, and education.

**Citations:**

1. Influencer Marketing Hub, January 2025. Influencer marketing market size worldwide from 2015 to 2025 (in billion U.S. dollars). <https://influencermarketinghub.com/influencer-marketing-benchmark-report/>.
2. Beverage Industry Magazine, August 2024. Understanding the potential of influencer content. <https://www.bevindustry.com/articles/96814-understanding-the-potential-of-influencer-content>

## Measurable Objectives:

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### Measurable Objective #1

**Develop and Nurture Thought Leader Relationships:** Maintain the Beef Expert Network at ten subject-matter experts across the food and culinary thought leader categories while establishing new relationships with at least four new partners for future project activation. These thought leaders will serve as credible third parties to create and share content on their own channels and *Beef. It's What's For Dinner.* channels, reinforcing the *Beef. It's What's For Dinner.* brand cornerstones of trust, ease, taste, and well-being.

### Measurable Objective #2

**Create and Deliver Compelling Content:** Identify and execute at least nine influencer activations each quarter, for a total of 36, utilizing thought leaders across a variety of topics. Activations will inspire and educate consumers with content that improves consumers' trust in beef, showcases beef's unbeatable taste and ease, and demonstrates how beef can fit into any consumer's well-being journey. This content will be shared to the influencer's audience and on *Beef. It's What's For Dinner.* channels.

### Measurable Objective #3

**Educate and Inspire Thought Leaders:** Provide educational content to thought leaders via six digital or in-person touchpoints such as newsletters, events, or other training that highlights beef's benefits from both a product and production standpoint and addresses topics like how beef is raised, cuts and preparation, and beef in a healthy diet. Trained thought leaders will share their knowledge to educate both consumers and their peers.

## Performance Efficiency Measures:

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### General Target Audience

Consumer Reach Goal: 17,000,000

Consumer Engagement Goal: 2,000,000

### Key Opinion Leaders

Thought Leader Reach Goal: 500

Thought Leader Engagement Goal: 350

## LRP Initiatives Addressed by this Tactic:

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### Grow Consumer Trust in Beef Production

- Align and collaborate with traditional and nontraditional partners to tell the positive story of beef cattle production

### Promote and Capitalize on the Multiple Advantages of Beef

- Promote the role of beef in a healthy and sustainable diet
- Implement a marketing campaign that communicates beef's advantage compared to competing proteins
- Develop targeted marketing programs focused on the highest opportunity market segments
- Cultivate collaborative promotion partnerships

- Engage consumers in a memorable beef eating experience
- Promote underutilized beef cuts and new variety meat products

**Checkoff Program Committee(s):** Domestic Marketing

Tactic B | 2622-CI  
*Nutrition, Health and Medical Experts*

**TACTIC DESCRIPTION:**

Public interest in nutrition is at an all-time high<sup>1</sup>, yet nutrition knowledge is a barrier and a constraint to beef consumption. Research shows that consumers trust and use advice from nutrition, health and medical experts<sup>2</sup> but these experts often lack updated science-based information about beef. The NCBA, on behalf of the Beef Checkoff, program goal is to identify, build relationships, and partner with these influential experts to secure recommendations for beef based on scientific evidence. This program educates health professionals about beef and ensures they have the research needed to feel confident recommending it to their peers, patients, clients and social media audiences.

This tactic targets licensed nutrition, health, and medical experts including registered dietitians, medical doctors, physician assistants, nurses, and fitness professionals. These thought-leading experts are reached directly or through partnerships with credible science-based associations (e.g., Academy of Nutrition and Dietetics, American Academy of Family Physicians, etc.) who are trusted sources of nutrition information.

This tactic ensures nutrition, health and medical experts have the science-based reasons needed to encourage beef as part of a healthy diet by developing content, programs, and partnerships with thought-leading expert voices. Networks are built through valuable information exchange using immersive educational events, webinars, speaker bureaus/seminar programs, conferences, an interactive digital community, social media, podcasts, websites, e-newsletters, etc. By leveraging Checkoff-owned channels (Beef Aficionados, Beef Nutrition Education Hub, etc.) and content developed through partnerships, this tactic provides the entire beef industry with access to a valuable repository of credible information to further reinforce beef's health benefits to consumers. Through collaboration with state beef councils (SBCs), other NCBA Checkoff programs, other Checkoff contractors (e.g., NEBPI, MF, etc.), as well as external partners, these programs are further leveraged for broader impact.

**Citations:**

1. Fang T, Cao H, Wang Y, Gong Y, Wang Z. Global Scientific Trends on Healthy Eating from 2002 to 2021: A Bibliometric and Visualized Analysis. *Nutrients*. 2023 Mar 17;15(6):1461. doi: 10.3390/nu15061461. PMID: 36986189; PMCID: PMC10054585.
2. International Food Information Council. 2024 Food & Health Survey. June 20, 2024. [<https://foodinsight.org/2024-food-health-survey/>]

## Measurable Objectives:

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### Measurable Objective #1

**Educate Healthcare Professionals:** Develop and extend 12 science-based health professional education activities through conferences, webinars, toolkits, newsletters, and Beef Nutrition Education Hub to close beef nutrition knowledge gaps.

### Measurable Objective #2

**Place Nutrition/Medical Advertisements:** Reinforce beef's nutrition benefits among the nutrition, health and medical community through ten sponsored, e-blasts, medical and nutrition magazines and/or digital advertising through health professional websites.

### Measurable Objective #3

**Influence Peer-to-Peer Online Content:** Partner with ten nutrition authorities (individuals or organizations) who influence their peer and/or consumer communities to reinforce beef's health benefits online and in social media (podcasts, social posts, beefaficonados.org, etc.) with the purpose of providing education and inspiration for recommending and choosing beef for health.

### Measurable Objective #4

**Grow Beef Nutrition Advocates:** Involve 20 established and six emerging influential nutrition, health and medical experts in immersive educational events, *Beef. It's What's for Dinner.* consumer-facing nutrition activations, or other Checkoff programming to support the amplification of beef's nutrition story to broader audiences.

## Performance Efficiency Measures:

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### General Target Audience

N/A Reach Goal: 0

N/A Engagement Goal: 0

### Key Opinion Leaders

Nutrition, Health and Medical Experts Reach Goal: 480,000

Nutrition, Health and Medical Experts Engagement Goal: 120,000

## LRP Initiatives Addressed by this Tactic:

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### Grow Consumer Trust in Beef Production

- Educate medical, diet and health professionals about beef and beef production
- Engage positively in the sustainable nutrition conversation

### Promote and Capitalize on the Multiple Advantages of Beef

- Promote the role of beef in a healthy and sustainable diet

### Improve the Business and Political Climate of Beef

- Ensure beef's inclusion in dietary recommendations

**Checkoff Program Committee(s):** Nutrition & Health

**TACTIC DESCRIPTION:**

NCBA's Checkoff-funded Public Relations tactic develops and executes a communications strategy designed to reach consumers with positive information about beef. Through the funding of this tactic, the team works with media outlets and journalists across the country to strategically place stories and content on platforms where consumers are looking for information. From how to cook with beef, to the nutritional benefits of beef and where beef comes from - and everything in between - this tactic is responsible for understanding the media landscape and consumer conversation and leveraging that information to maximize visibility and ultimately encourage consumers to choose beef. The work done through this tactic is instrumental in protecting the reputation of the beef industry and safeguarding the industry to combat negative information and misinformation.

In the first half of FY25 alone, this tactic is responsible for placing content with Vanity Fair, CBS News, Fox News, the TODAY Show, Yahoo!, MSN and more. The size and variety of these media outlets illustrates the power of this tactic as we reach consumers via relevant and trusted news sources. According to the [Journal of Social and Political Psychology](#), the media play a central role in informing the public about what happens in the world, particularly in those areas in which audiences do not possess direct knowledge or experience. Today, as consumers are further removed from agriculture than ever before, this highlights the importance of the media as a key audience for the beef industry. And that is exactly why this tactic is so important as it implements a strategy and leverages relationships with media outlets and journalists to reach the consumer with positive information across a variety of media outlets.

In FY26, this tactic will build on the strategies and relationships already developed to further shape public perception of beef and protect the reputation of the beef industry. The tactic will place facts, recipes, quotes and full stories in national, regional and local media outlets across the country, as well as respond to inaccurate media coverage to set the record straight. Additionally, we will rely on the real stories of farmers and ranchers and highlight those stories in documentary-style videos and print and digital content created specifically to educate consumers on complex topics about how cattle are raised and help them relate to the beef community, ultimately building trust. This tactic also uniquely places educational content in family-focused publications and sports apps to seamlessly show the nutritional benefits of beef and how the work ethic and experience of growing up on a farm or ranch can benefit the next generation.

The public relations tactic is more than just our opportunity to shape public perception of beef and engage with the media. This tactic also leverages the Checkoff-funded resources produced in other tactics and AR's - from recipes and influencer quotes to data from technical research and market research - to ensure we're getting the maximum return on investment for Checkoff-funded resources.

Finally, in FY26 the public relations team will continue to work closely with state beef councils (SBCs) to identify those stories and place content in local outlets and will also support SBCs by providing strategic guidance and assistance in responding to media requests.

**Citations:**

1. <https://jspp.psychopen.eu/index.php/jspp/article/view/4761/4761.html> IFIC Food and Health Survey (International Food Information Council. 2022 Food & Health Survey).

**Measurable Objectives:**

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**Measurable Objective #1**

**Host Satellite Media Tours:** Host three Satellite Media Tours (SMTs) reaching 15 or more media markets each time. SMTs reach consumers through their local, trusted news stations with information about beef and inspire them to cook beef through education and cooking segments.

**Measurable Objective #2**

**Place National Media Stories:** Place at least 16 positive stories highlighting beef and/or cattle in top-tier national consumer and supply chain media outlets with the purpose of reaching consumers and supply chain decision makers with factual, educational and inspirational information about beef and beef production.

**Measurable Objective #3**

**Develop & Place Educational Content:** Place at least six pieces of content addressing misinformation or consumer concerns about key beef issues such as beef nutrition or how beef is raised with the intention of educating consumers and helping them relate to producers to ultimately bolster the reputation of the beef industry.

**Performance Efficiency Measures:**

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**General Target Audience**

Consumer Reach Goal: 36,000  
Consumer Engagement Goal: 0

**Key Opinion Leaders**

Media Reach Goal: 60,000  
Media Engagement Goal: 9,000

**LRP Initiatives Addressed by this Tactic:**

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**Grow Consumer Trust in Beef Production**

- Measure, document, improve, and communicate the net climate and environmental impact of beef production
- Align and collaborate with traditional and nontraditional partners to tell the positive story of beef cattle production
- Engage positively in the sustainable nutrition conversation

### **Promote and Capitalize on the Multiple Advantages of Beef**

- Promote the role of beef in a healthy and sustainable diet

### **Improve the Business and Political Climate of Beef**

- Demonstrate beef's positive sustainability message and key role in regenerative agriculture

### **Checkoff Program Committee(s): Consumer Trust**

## Tactic D | 2622-CI *Channel Marketing*

### **TACTIC DESCRIPTION:**

In today's dynamic marketplace, where supply and rising prices challenge both businesses and consumers, the Channel Marketing tactic plays a vital role in ensuring beef remains a staple at the point of sale—whether in the retail meat case or on restaurant menus.

According to the latest Consumer Price Index, beef prices continue to outpace general inflation and overall food costs<sup>1</sup>. As a result, 54% of consumers have adjusted their meat purchasing habits<sup>2</sup>. This shift underscores a critical need: to prevent consumers from substituting beef with alternative proteins in the meat case and to protect beef's dominant 88% presence on restaurant menus<sup>3</sup>.

To meet this challenge, the Channel Marketing tactic focuses on strengthening relationships with key retail and foodservice partners who directly influence what consumers see, choose, and buy. By equipping these partners with timely insights, compelling content, and strategic support, we help them champion beef's unmatched value, versatility, and taste.

Consumer behavior continues to shift with over 90% of shoppers now purchasing groceries both in-store and online<sup>4</sup>. To capitalize on the opportunity, over the past year, NCBA, as a contractor for the Beef Checkoff, has driven nearly \$23 million in trackable incremental beef sales<sup>5</sup>, demonstrating the power of digital engagement in today's retail landscape. In FY25, Channel Marketing also forged strategic relationships, collaborative product ideation with key partners, and executed strategic events. This has resulted in nearly 9,000 food industry engagements to date, strengthening beef's presence across retail and foodservice channels.

In FY26, this tactic will continue to build and deepen partnerships with national retailers, foodservice leaders, and suppliers. Through immersive training, educational sessions, conference sponsorships, and proactive outreach, we will keep beef top of mind for those who shape consumer choices. Strategic brand collaborations and digital promotions will further amplify beef's presence and drive sales.

By investing in this business-to-business platform, the Checkoff can extend reach far beyond what direct-to-consumer efforts alone can achieve. This work ensures that beef remains not only available but preferred—on shelves, on menus, and in the minds of millions of consumers.

**Citations:**

<sup>1</sup>Consumer Price Index, April 2025

<sup>2</sup>2025 Power of Meat Study

<sup>3</sup>Technomic

<sup>4</sup>Digital Engagement Transforms Grocery Shopping Report, FMI/NielsonIQ, February 2025

<sup>5</sup>E-commerce Media Performance Reports, March 2024 - March 2025

**Measurable Objectives:**

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**Measurable Objective #1**

**Inspire Supply Chain Channel Businesses:** Collaborate and develop at least three beef education sessions and/or ideations to demonstrate the versatility and value of beef to channel partners and provide expertise and solutions to meet their unique business needs.

**Measurable Objective #2**

**Educate Supply Chain Channel Professionals:** Ensure that supply chain channel partners are equipped with relevant and timely resources to help them market and sell beef by conducting outreach and providing support to at least 30 supply chain companies each month.

**Measurable Objective #3**

**Engage Supply Chain Channel Partners:** To build confidence in beef as the top protein and positively impact demand, participate in or host at least three industry events/conferences, demonstrate thought leadership and build relationships with at least 50 channel professionals who sell beef to consumers.

**Measurable Objective #4**

**Influence Beef Purchase:** Conduct at least three activations with channel partners that will educate and/or promote beef to and inspire businesses and/or consumers to choose beef.

**Performance Efficiency Measures:**

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**General Target Audience**

N/A Reach Goal: 0

N/A Engagement Goal: 0

**Key Opinion Leaders**

Channel Partner Reach Goal: 30,000

Channel Partner Engagement Goal: 11,000

## **LRP Initiatives Addressed by this Tactic:**

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### **Grow Consumer Trust in Beef Production**

- Measure, document, improve, and communicate the net climate and environmental impact of beef production
- Intensify efforts in educating consumers as well as supply chain decision makers about the benefits of animal care programs like BQA and their impacts on animal well-being

### **Promote and Capitalize on the Multiple Advantages of Beef**

- Implement a marketing campaign that communicates beef's advantage compared to competing proteins
- Develop targeted marketing programs focused on the highest opportunity market segments
- Cultivate collaborative promotion partnerships
- Promote innovative online marketing, packaging and shipping solutions to enable the direct marketing of beef
- Develop a more interactive and exciting beef purchasing experience
- Promote underutilized beef cuts and new variety meat products

### **Checkoff Program Committee(s): Domestic Marketing**

## **Supplemental Information for This AR**

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### **1. Please explain significant changes from the FY25 approved AR.**

The same tactics are utilized but efficiencies were identified compared to previous ARs.

### **2. List any proposed vendors/agencies that will be used to complete the work in this AR.**

FoodMinds, Pulse Marketing, Linhart Public Relations, Meltwater, Cision, Brandpoint, 4Media, Chicory, Ad Adaptive, Later Influence, Retail Media Groups (Target, Walmart, Kroger, etc.), various influencer and media partners (The Kitchn, TASTE Cooking, FeedFeed, Winsight Media, Nation's Restaurant News, Supermarket News).

### **3. Will all work with vendors/agencies be competitively bid? If no, please provide a brief description as to why.**

No.

Contracts and fees are reviewed every year. Agencies are reviewed annually and must meet or exceed expectations to continue work. Subcontractors and consultants with specific expertise will be contracted on an as-needed basis.

FoodMinds is an agency that has supported the Beef Checkoff for many years to reach nutrition professionals based on their expertise with this audience.

Linhart PR is the public relations agency of record for NCBA and was selected in 2019 after a competitive bid process. They were selected based on their experience, media relationships and

ability to secure positive media coverage on behalf of the Beef Checkoff. They have been retained due to their performance. The relationship is ongoing and contractual.

**4. Has this AR built upon past work or projects that have been previously funded by the BPOC? If yes, please provide a detailed list and background information on the project and contractor(s) involved.**

The tactics in this AR are all heavily focused on leveraging key relationships with various thought leaders or audiences to reach consumers more effectively. In FY26, those established relationships and strategies will be leveraged, when possible, to generate new results and inform future strategy for the projects proposed in this AR. Previous work has built a significant level of knowledge about beef and the beef industry with thought leaders and partners that will continue to be utilized in the coming year ensuring accuracy in information shared from the advocates already developed.

**5. If applicable, explain how this AR can be extended by state beef councils or other contractors.**

Tactic A – Thought Leader Outreach and Engagement content and posts can be extended by state beef councils (SBCs) via their social media channels. Also, NCBA provides consulting on various influencer topics and buy-in opportunities for SBCs to extend national influencer programming in their own states.

Tactic B – Nutrition, Health and Medical Experts content can be extended by SBCs through state-based conferences and outreach to this target community through presentations/training, written material, and direct outreach.

Tactic C – Public Relations materials are provided to SBCs for local extension. Local story cultivation, media list development and pitching support is provided to SBCs.

Tactic D – Channel Marketing resources aimed at national supply chain operators can be extended by SBCs for regional or local use. When possible, national campaigns, including e-commerce, may be further extended to SBCs for amplification within their states.

## **Detailed Budget Summary**

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The tables in the following three sections report program budget information from the following funding sources:

1. National Beef Checkoff Funding
2. Other Funding such as:
  - Federation of State Beef Councils (FSBC) Funds
  - Individual Qualified State Beef Council (QSBC) Funds
  - Government Funds (e.g., Market Access Program, Foreign Market Development)
  - Grain/Oilseed Funds (e.g., National Corn Growers Association, American Soybean Association)
  - Corporate Funds (e.g., tech and pharma companies)
  - Other

**Definitions**

National Beef Checkoff Funding is divided into:

- **Direct Costs:** These are expenses directly associated with executing program activities, including advertising, promotional materials, consulting fees, travel, and other project-specific costs.
- **Implementation:** These are the expenses that provide the process and infrastructure needed to put program activities into action, including overhead allocations and staff compensation (i.e. salaries and benefits).

**Section 1 – FY26 Funding Requested by Tactic**

**FY26 National Beef Checkoff Funding Requested by Tactic**

The following table outlines the requested amount of National Beef Checkoff funding for each tactic and the committee(s) that has been selected to score it/them.

National Beef Checkoff Funding by Tactic					
Committee Name	Tactic	Tactic Name	Direct Costs	Implementation	Total
Domestic Marketing	Tactic A	Thought Leader Outreach and Engagement	\$557,900.00	\$614,400.00	<b>\$1,172,300.00</b>
Nutrition & Health	Tactic B	Nutrition, Health and Medical Experts	\$561,900.00	\$791,400.00	<b>\$1,353,300.00</b>
Consumer Trust	Tactic C	Public Relations	\$560,300.00	\$804,100.00	<b>\$1,364,400.00</b>
Domestic Marketing	Tactic D	Channel Marketing	\$805,400.00	\$1,304,600.00	<b>\$2,110,000.00</b>
<b>Total</b>			<b>\$2,485,500.00</b>	<b>\$3,514,500.00</b>	<b>\$6,000,000.00</b>

**FY26 Other Funding Requested by Tactic**

The following table reports the amount of anticipated Other Funding that would be applied to each tactic. This information is for reference only and demonstrates external collaboration as delineated in the 2021-2025 Beef Industry Long Range Plan.

Funding Sources Requested by Tactic (Informational Only)			
Funding Source	Tactic	Tactic Name	Total
N/A	Tactic A	Thought Leader Outreach and Engagement	<b>\$0.00</b>
N/A	Tactic B	Nutrition, Health and Medical Experts	<b>\$0.00</b>
N/A	Tactic C	Public Relations	<b>\$0.00</b>
N/A	Tactic D	Channel Marketing	<b>\$0.00</b>
<b>Other Funding Total</b>			<b>\$0.00</b>

**Section 1 - Additional Funding Comments:**

Use the space below to provide any additional details about the FY26 National Beef Checkoff or Other Funding amounts requested, along with any anticipated third-party contributions\* for this AR.

\* Specify the type of third-party contributions, such as support from external organizations or in-kind goods and services (e.g., equipment, supplies, volunteer time, consulting), and their estimated value (individual or cumulative).

N/A

**Section 2 – Summary of FY25 AR Budgets and Expenses**

**Classification:** This AR expands upon previously funded program work from last year. While CBB will enter information into the FY25 National Beef Checkoff Funding table, we (the contractor) will report corresponding details in the FY25 Other Funding table.

**FY25 National Beef Checkoff Funding**

This table reports the amount of awarded and expended National Beef Checkoff funding for this Authorization Request in FY25.

<b>FY25 National Beef Checkoff Funding</b>			
<i>Note: The Cattlemen's Beef Board completed the fields in this table.</i>			
	<b>AR# 2522-CI</b>		
	<b>Direct Costs</b>	<b>Implementation</b>	<b>Total</b>
<b>Funds Awarded</b>	\$2,594,600.00	\$3,405,400.00	\$6,000,000.00
<b>Actual Expenses</b> <i>(October 1, 2024 - June 30, 2025)</i>	\$1,395,923.00	\$2,326,157.00	\$3,722,080.00

**FY25 Other Funding**

The following table reports the amount of committed and expended Other Funding for the FY25 AR. This funding information is for informational purposes only and demonstrates external collaboration as delineated in the 2021-2025 Beef Industry Long Range Plan.

<b>FY25 Other Funding (Informational Only)</b>			
	<b>AR# 2522-CI</b>		
	<b>Other Funding Source</b>	<b>Funds Committed</b>	<b>Funds Expended</b> <i>(October 1, 2024 – June 30, 2025)</i>
<b>A</b>	FSBC Funds	\$787,000.00	\$291,518.00

**Section 2 – Additional Funding Comments:**

Use the space below if you wish to provide additional comments/information on the historical National Beef Checkoff or Other Funding budget and expense summaries, as well as details on third-party contributions\* that supported these ARs.

*\* Specify the type of third-party contributions, such as support from external organizations or in-kind goods and services (e.g., equipment, supplies, volunteer time, consulting), and their estimated value (individual or cumulative).*

N/A

**Section 3 – Historical Summary of AR Budgets and Expenses**

**Classification:** This AR expands upon previously funded program work from the past two years or more. While CBB will enter information into the National Beef Checkoff Funding Summary table, we (the contractor) will report information in the Other Funding Summary table.

**National Beef Checkoff Funding – Historical Summary**

The following table reports the amount of awarded and expended National Beef Checkoff funding for the FY22, FY23, and FY24 ARs.

National Beef Checkoff Funding - Historical Summary				
<i>Note: The Cattlemen's Beef Board completed the fields in this table.</i>				
		FY24 AR# 2422-CI	FY23 AR# 2322-CI	FY22 AR# 2222-CI
AR Period <sup>1</sup>	Start Date:	Oct. 1, 2023	Oct. 1, 2022	Oct. 1, 2021
	End Date:	Sep. 30, 2024	Sep. 30, 2023	Sep. 30, 2022
Funds Awarded		\$5,900,550.00	\$6,020,000.00	\$6,234,020.00
Actual Expenses <sup>2</sup>		\$5,900,550.00	\$5,979,207.23	\$6,183,125.17

<sup>1</sup>For multiyear ARs, the "End Date" reflects the date that the AR is scheduled to be completed.

<sup>2</sup>If the AR "End Date" has not occurred, actual expenses will be reflective of the following time period: AR Start Date - June 30, 2025.

**Other Funding - Historical Summary**

The following table reports the amount of Other Funding expenditures for the FY22, FY23, and FY24 ARs. The funding information in this table is for informational purposes only and demonstrates external collaboration as delineated in the 2021-2025 Beef Industry Long Range Plan.

Other Funding – Historical Summary (Informational Only)						
	FY24 AR# 2422-CI		FY23 AR# 2322-CI		FY22 AR# 2222-CI	
	Other Funding Source	Total Expenditures	Other Funding Source	Total Expenditures	Other Funding Source	Total Expenditures
A	FSBC Funds	\$773,637.00	FSBC Funds	\$1,179,120.00	FSBC Funds	\$1,798,198.00

**Section 3 - Additional Funding Comments:**

Use the space below if you wish to provide additional comments/information on the historical National Beef Checkoff or Other Funding budget and expense summaries, as well as details on third-party contributions\* that supported these ARs.

*\* Specify the type of third-party contributions, such as support from external organizations or in-kind goods and services (e.g., equipment, supplies, volunteer time, consulting), and their estimated value (individual or cumulative).*

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N/A